

**RESPONSE UNDER 37 C.F.R. § 1.116
EXPEDITED PROCEDURE REQUESTED
EXAMINING GROUP 3622**

PATENT
Customer No. 22,852
Attorney Docket No. 08011.3010

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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|-------------------------------|---|-----------------------------|
| In re Application of: |) | |
| |) | |
| John DeMayo et al. |) | Group Art Unit: 3688 |
| |) | |
| Application No.: 09/711,261 |) | Examiner: CHAMPAGNE, Donald |
| |) | |
| Filed: November 10, 2000 |) | |
| |) | |
| For: APPARATUS AND METHOD FOR |) | Confirmation No.: 6688 |
| HYPERLINKING SPECIFIC |) | |
| WORDS IN CONTENT TO TURN |) | |
| THE WORDS INTO |) | |
| ADVERTISEMENTS |) | Mail Stop AF |

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Via EFS-Web

Sir:

AMENDMENT AFTER FINAL

In reply to the Final Office Action mailed October 31, 2008, the period for response extending through February 2, 2009 (January 31st being a Saturday), and pursuant to 37 C.F.R. § 1.116, Applicant proposes that this application be amended as follows:

Amendments to the Claims are reflected in the listing of claims in this paper.

Remarks follow the amendment section of this paper.